

STEP 2 - CALL A MEETING OF KEY OPINION LEADERS IN THE REGION

OPINION LEADER GROUP COMPOSITION WORKSHEET

Representing	Name	Contact Information	Agreed to Attend Meeting Yes/No
P-12 Education District/s			
Business/es			
Community College/s			
University/ies			
Local Elected Official/s			
Labor Union/s			
Chamber/s			
Workforce Board/s			
Economic Development Organization/s			
Community-Based Organization/s			
Other			
Other			
Other			

OPINION LEADER MEETING: SAMPLE AGENDA

What	Who
Welcome and Introduction	Leader (<i>the person who called the meeting</i>)
Purpose of the Meeting	Leader
Open Discussion of Workforce/Economic Development Issues	Group
Purpose/Anticipated Outcomes of Comprehensive, Integrated Strategic Planning for Workforce and Economic Development	Leader
Presentation of Elements (Steps) of the Strategic Planning Process	Leader
Discussion of Anticipated Value of Strategic Planning Process	Group
Commitment to Proceed and to Remain Engaged	Individual Members
Discussion of Workforce Summit-Content, Purposes, Desired Outcomes	Group
Discussion of Potential Summit Dates, Times, Places, Presenters, Sponsors, etc.	Group
Discussion of Other Key Leaders to be Invited to Summit	Group
Identify Next Steps (i.e. determine summit invitees) and Opinion Leaders Meeting Date	Group
Adjourn	Group